

IN THE CLAIMS

1. (currently amended) A content managing system having a content managing portion comprising:

a content library for storing files of a plurality of contents provided by a content provider;

library managing means for managing said content library;

customer file storing means for storing the file of a content of each user to an area assigned to each user; and

customer file managing means for managing said customer file storing means,

wherein said content managing portion and a terminal unit of a user are connected through a network, and

wherein said content managing portion is operated by the a terminal unit of the a user through the network so that a content linked to a page published by the content provider through the network is copied or linked from said content library to the area assigned to the user.

2. (original) The content managing system as set forth in claim 1,
wherein the contents are advertisements.

3. (original) The content managing system as set forth in claim 1,
wherein the content provider can freely change, replace, and delete the file of a content provided to said content library.

4. (original) The content managing system as set forth in claim 1,
wherein said content managing portion counts the number of users who copied or linked the contents to their user areas and creates a database containing the counted values.

5. (original) The content managing system as set forth in claim 1,
wherein said content managing portion counts the number of male users and the number of female users who copied their contents to their user areas and creates a database containing the counted values.

6. (original) The content managing system as set forth in claim 1,
wherein said content managing portion counts the number of users in each age group who copied their contents to their user areas and creates a database containing the counted values.

7. (original) The content managing system as set forth in claim 1,
wherein said content managing portion counts the number of clicks of each content
copied or linked to each user area and creates a database containing the counted values.

8. (original) The content managing system as set forth in claim 1,
wherein said content managing portion counts the clicked date and time of each content
copied or linked to each user area and creates a database containing the counted values.

9. (original) The content managing system as set forth in claim 1,
wherein said content managing portion counts the period for which each content was
stored or linked in each user area and creates a database containing the counted values.

10. (original) A content managing apparatus, comprising:
a content managing portion having:
a content library for storing files of a plurality of contents provided by a content
provider,
library managing means for managing said content library,
customer file storing means for storing the file of a content of each user to an area
assigned to each user, and
customer file managing means for managing said customer file storing means;
and
communicating means for connecting the content managing apparatus to a network,
wherein said content managing portion is operated by a terminal unit of a user ~~is operated~~
through the network so that a content linked to a page published by the content provider through
the network is copied from said content library to the area assigned to the user.

11. (original) The content managing apparatus as set forth in claim 10,
wherein the contents are advertisements.

12. (original) The content managing apparatus as set forth in claim 10,
wherein the content provider can freely change, replace, and delete the file of a content
provided to said content library.

13. (original) The content managing apparatus as set forth in claim 10,
wherein the number of users who copied or linked the contents to their user areas is counted and a database containing the counted values is created.

14. (original) The content managing apparatus as set forth in claim 10,
wherein the number of male users and the number of female users who copied their contents to their user areas is counted and a database containing the counted values is created.

15. (original) The content managing apparatus as set forth in claim 10,
wherein the number of users in each age group who copied or linked their contents to their user areas is counted and a database containing the counted values is created.

16. (original) The content managing apparatus as set forth in claim 10,
wherein the number of clicks of each content copied or linked to each user area is counted and a database containing the counted values is created.

17. (original) The content managing apparatus as set forth in claim 10,
wherein the clicked date and time of each content copied or linked to each user area is counted and a database containing the counted values is created.

18. (original) The content managing apparatus as set forth in claim 10,
wherein the period for which each content was stored in each user area is counted and a database containing the counted values is created.

19. (currently amended) A content managing method, comprising the steps of:
providing a content managing portion having:
a library for storing the files of a plurality of contents provided by a content provider; and
~~providing a content managing portion~~ a customer file storage and a customer file storage system for assigning a user area for storing the file of a content of each user to the a customer file storage;

connecting the content managing portion and a terminal unit of a user through a network,
and

operating the content managing portion by a terminal unit of a user through the network
so that a content linked to a page published by the content provider through the network is copied
or linked from the library to a user area in the customer file storage.

20. (original) The content managing method as set forth in claim 19,
wherein the contents are advertisements.

21. (original) The content managing method as set forth in claim 19,
wherein the content provider can freely change, replace, and delete the file of a content
provided to the library.

22. (original) The content managing method as set forth in claim 19,
wherein the content managing portion counts the number of users who copied or linked
the contents to their user areas and creates a database containing the counted values.

23. (original) The content managing method as set forth in claim 19,
wherein the content managing portion counts the number of male users and the number of
female users who copied or linked their contents to their user areas and creates a database
containing the counted values.

24. (original) The content managing method as set forth in claim 19,
wherein the content managing portion counts the number of users in each age group who
copied or linked their contents to their user areas and creates a database containing the counted
values.

25. (original) The content managing method as set forth in claim 19,
wherein the content managing portion counts the number of clicks of each content copied
or linked to each user area and creates a database containing the counted values.

26. (original) The content managing method as set forth in claim 19,

wherein the content managing portion counts the clicked date and time of each content copied or linked to each user area and creates a database containing the counted values.

27. (original) The content managing method as set forth in claim 19,
wherein the content managing portion counts the period for which each content was stored or linked in each user area and creates a database containing the counted values.